

DOCUMENT RESUME

ED 477 201

JC 030 314

TITLE Yavapai College Student Satisfaction Survey Conducted December 2002.

INSTITUTION Yavapai Coll., Prescott, AZ.

PUB DATE 2003-00-00

NOTE 17p.; Prepared by the Marketing Office, The Office of Instruction, The Office of Institutional Planning, and Assessment.

PUB TYPE Reports - Research (143) -- Tests/Questionnaires (160)

EDRS PRICE EDRS Price MF01/PC01 Plus Postage.

DESCRIPTORS Ancillary School Services; College Faculty; Community Colleges; Facilities; Financial Support ; Instruction; Parking Facilities; *Participant Satisfaction; *Student College Relationship; *Student Needs; *Two Year College Students; Two Year Colleges

IDENTIFIERS *Yavapai College AZ

ABSTRACT

Yavapai College, Arizona, conducted a telephone survey of current college students in December 2002. The survey provides data for future marketing efforts, as well as providing information to be used as part of an ongoing assessment of student opinions and needs. An independent telemarketing firm called students from a random list of 1,400 credit students in fall 2002. A total of 408 surveys were completed. The average age of surveyed students was 46 years, with more than 6 out of 10 age 40 and above. Sixty-four percent were women, and 82% were white. At least 90% of surveyed students were part time. The students were asked to rate, from 1 to 5, with 5 being "very good," their satisfaction with (1) instruction; (2) support services; (3) facilities; (4) class size; (5) availability of financial aid; (6) costs; and (7) other issues and services. The area with the highest degree of satisfaction was quality of instruction, with favorable ratings (good or very good) from more than 90% of the respondents. Yavapai's overall ratings (89%) and support services (81%) were also strong among student polled. More than 92% of students surveyed said they would recommend the college to family and friends. The findings were comparable to other studies previously conducted at the college. Research instrument appended. (NB)

Yavapai COLLEGE

Student Satisfaction Survey Conducted December 2002

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Spring 2003

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Yavapai COLLEGE



Student Satisfaction Survey

Conducted December 2002

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Student Satisfaction Telephone Survey

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I. Introduction

As part of the college's ongoing assessment of student opinions and needs and to provide data for future marketing efforts, a telephone survey was conducted to current Yavapai College students in December 2002. The objective of the study was to provide a complete, accurate and unbiased measure of satisfaction in:

- Instruction
- Facilities
- Support service
- College overall

Additionally, the purpose of the study was to drive strategic marketing planning to support enrollment and FTSE initiatives along with retention initiatives. Additionally, these metrics will establish a single baseline to attain year-over-year comparisons where appropriate.

The questionnaire and telephone list were developed by Yavapai College Institutional Research Department with input from the college's marketing department. Survey results were linked to the college's database for student demographic information. Yavapai College Institutional Research Department analyzed the data and wrote the study.

The survey was administered by The Call Center Inc, an independent telemarketing firm, who provided the raw data to the college. The Call Center Inc is located in St. Johns Newfoundland in Canada. The firm currently serves over 470 clients. An average client has been with the firm for over 14 years. The firm has a supervisor to caller ration of 7 to 1, one of the best in the industry. The Call Center Inc. received a national award for quality for service in 2001.

The firm called current students, informing them that there were calling for Yavapai College. They asked students questions as detailed in the attached survey. From a random list of 1,400 credit students in fall 2002, 408 telephone surveys were completed. The firm made up to three calls for each student before going on to the next. Calls were made primarily in the evening during the week of December 2, 2002.

II. Sample

The 408 respondents to the satisfaction survey represent five percent of district enrollment for fall 2002. A comparison of the respondent's age relative to district enrollment indicates a close match for the 25-39 and 40-59 age segments. There was a variation for age segments 17-24 (7.7% fewer in sample) and the age segment 60 and over (6.3% more in sample). In addition to age, the sample was representative to district enrollment in terms of gender, residency and ethnicity.

III. Demographic Profile of Respondents

Students surveyed ranged in age from 17 to 84 years. The average age of the students surveyed was 45.8 years. More than six out of ten were age 40 and above. Most of these students (Table 1) were women (64.0 %) and white (82.4 %)

Table 1
Demographic Profile

	N=408	Percent
Age		
17-24	92	22.5
25-39	65	15.9
40-59	128	31.4
60+	123	30.1
Average Age – 45.8 years		
Gender		
Female	261	64.0
Male	147	36.0
Ethnicity		
Asian/Pacific Islander	2	.5
Black	4	1.0
White, Non-Hispanic	336	82.4
Native American	7	1.7
Hispanic	14	3.4
Other/Unknown	45	11.0

Residency

Most students surveyed (92.9 %) resided in Yavapai County. Less than five percent of the students surveyed were from out of state or out of country. Of the students surveyed from Yavapai County, two-thirds were from Prescott, Prescott Valley or Chino Valley. Twenty-five percent of the respondents were from Cottonwood, Sedona and Camp Verde.

Table 2
Residency

	Number N = 408	Percent
Yavapai County	379	92.9
Other AZ Counties	11	2.7
Out of State	16	3.9
Out of Country	2	.5
Yavapai County Communities	Number N = 379	Percent
Prescott	166	43.7
Prescott Valley	63	16.6
Cottonwood	29	7.6
Chino Valley	27	7.2
Sedona	27	7.2
Camp Verde	20	5.3
Other Yavapai County	47	12.4

Student Status

When asked what their typical semester credit load had been, most respondents (90%) reported taking less than 12 credit hours (a part-time student). Ten percent were full-time students (12 or more hours).

Table 3
Student Status

Credits	Number N = 408	Percent
5 or fewer	283	69.4
6-11	83	20.3
12 or more	42	10.3

IV. Student Satisfaction

Students surveyed were quite satisfied with Yavapai College programs and services. Instruction was the highest with more than 90 % rating it good (30%) or very good (60%). Other ratings of good/very good were college overall (88.8%), support services (81.3%) and facilities (76.8%).

Table 4
Student Satisfaction

	N=	Very poor	Poor	Fair	Good	Very good	Percent Good/Very good
Instruction	408	.5	1.0	8.3	29.9	60.3	90.2
Facilities	408	1.0	3.7	18.6	32.4	44.4	76.8
Support Services	294	1.0	2.4	15.3	32.3	49.0	81.3
Yavapai College overall	400	1.5	1.8	8.0	41.5	47.3	88.8

Satisfaction by Student Status

Ratings of satisfaction across the variables credit load, degree intent and age were quite consistent. Differences among the breakdowns were small. Full-time students showed the highest level of satisfaction with instruction and facilities. Part-time students taking 6-11 hours tended to rate all areas lower. Non degree seeking students rated all areas higher than degree seeking students. Satisfaction tended to increase with age of students; students age 60+ tended to rate all services highest.

Table 5
Satisfaction by Student Status

	N=	Instruction	Facilities	Support Services	Yavapai College overall
Less than 6 hours	283	90.1	78.0	85.5	90.6
6-11 hours	83	89.2	69.8	70.8	81.9
12+	42	92.8	80.9	77.7	90.5
Degree seeking	96	87.5	72.9	76.0	88.4
No degree/undetermined	312	91.0	77.9	83.1	88.8
Age 17-24	92	87.0	77.2	77.2	87.0
Age 25-39	65	87.7	70.8	70.0	81.6
Age 40-59	128	90.7	78.1	85.1	89.0
Age 60+	123	90.2	78.0	88.5	93.9
All groups	408	90.2	76.8	81.3	88.8

% Good/Very Good responses

Student Recommendation

Nearly all students would recommend Yavapai College to family and friends—92.9% without reservation. Only one student did not recommend Yavapai College.

Table 6
Would Recommend Yavapai College to Family and Friends

	N=	Percent
Yes	379	92.9
Yes, with reservations	28	6.9
No	1	.2

What Students Liked Most about Yavapai College

Students were asked (unaided) what they liked most about Yavapai College. The top three areas mentioned were:

	<u>Percent of Students</u>
• Instructors	31.4
• Small class size	19.4
• Convenience	19.4

No other items were mentioned that come close to the top three areas. These responses mirror the responses received in the Graduate Follow-up and the Exiting Student studies.

What Students Disliked Most about Yavapai College

Students were also asked (unaided) what they disliked most about Yavapai College. More than half (52.7 %) responded they liked everything. Parking was the only area that showed any significant response from the students.

	<u>Percent of Students</u>
• Parking	15.7

These responses were also reported in the Graduate Follow-up and Exiting Student studies.

V. Student Satisfaction Trends- Comparison to Other Yavapai College Studies

Yavapai College conducts surveys to students as they exit the college. The Exiting Student survey is given to students expecting to receive an Associate Degree or a Certificate of Achievement during their record review with the registrar. The Graduate Follow-up Survey is sent to students approximately seven months after graduation to allow them time to reflect on their Yavapai College experience. The Current Student survey was conducted in class, spring 2000 to more than 1,200 current students district wide.

Satisfaction with the Quality of Instruction

Over 90% of the students polled in the Student Satisfaction survey rated the quality of instruction as good/very good and is on par with the Exiting Student survey results. The results are higher than the Current Student survey.

Table 7
Trends - Student Satisfaction with Quality of Instruction

	N=	Percent*
Student Satisfaction Survey (conducted December 2002)	408	90.2
Current Student Survey (conducted in class spring 2000)	1,168	83.0
Exiting Student Survey (conducted fall 2001/spring 2002)	96	92.7
Exiting Student Survey (conducted fall 2000/spring 2001)	131	90.1

Satisfaction with Yavapai College Overall

Close to 90% of the students polled in the Student Satisfaction survey rated Yavapai College overall as good/very good. These responses parallel the level of satisfaction from the Current Student, Exiting Student and Graduate Follow-up surveys.

Table 8
Trends - Student Satisfaction with Yavapai College Overall

	N=	Percent*
Student Satisfaction Survey (conducted December 2002)	408	88.8
Current Student Survey (conducted in class spring 2000)	1,208	84.0
Exiting Student Survey (conducted fall 2001/spring 2002)	97	88.6
Exiting Student Survey (conducted fall 2000/spring 2001)	133	92.5
Graduate Follow-up Survey (conducted spring 2002)	104	91.9
Graduate Follow-up Survey (conducted spring 2001)	59	91.5
Graduate Follow-up Survey (conducted spring 2000)	117	86.4

**Percent rated good/very good.*

Would Recommend Yavapai College to Family and Friends

All but one of the students polled in the Student Satisfaction survey would recommend the college to family and friends. Similarly, in other studies conducted by the college, nearly all of the students would recommend Yavapai College to family and friends (Table 9). Those that would not recommend the college number three percent or less.

Table 9
Trends - Would Recommend Yavapai College to Family and Friends

	N=	% Yes	% Yes with reservation	% No
Student Satisfaction Survey (conducted December 2002)	408	92.9	6.9	.2
Current Student Survey (conducted in class spring 2000)	1,144	83.0	14.0	3.0
Exiting Student Survey (fall 2001/spring 2002)	95	91.6	8.4	0
Exiting Student Survey (fall 2000/spring 2001)	131	90.8	8.4	.8
Graduate Follow-up Survey (conducted spring 2002)	104	86.4	11.7	1.9
Graduate Follow-up Survey (conducted spring 2001)	61	82.0	16.4	1.6
Graduate Follow-up Survey (conducted spring 2000)	111	81.8	17.3	.9

VI. Concluding Statement

The data from this survey fairly represents the composition of the college. The area with the highest degree of satisfaction was quality of instruction with favorable ratings from more than 90% of the respondents. Yavapai College overall ratings (88.8%) and support services (81.3%) were also strong among students polled. While facilities received the lowest ratings, more than three-fourths of the students responded favorably. These results confirm a high level of satisfaction among students at Yavapai College and are comparable to other studies previously conducted at the college.

The cost for telephoning was funded from the Marketing budget. Future responsibility for the study, it's funding, and the timetable for repeating the study has yet to be determined.

VII. Appendix

Yavapai College

Customer Service Student Survey

Date: _____

Telemarketer: _____

Student name: _____

Call back time: _____

Student ID: _____ [enter into system]

Telephone: _____

INTRODUCTION: HELLO, MY NAME IS _____ AND I'M CALLING FOR YAVAPAI COLLEGE FOR YOUR OPINION OF COLLEGE SERVICES. ARE YOU WILLING TO TAKE A FEW MINUTES TO SHARE YOUR THOUGHTS WITH ME? [IF NOT ASK WHEN]

**YOUR NAME WILL NOT BE ATTACHED TO YOUR COMMENTS.
THANK YOU.**

OVERALL PROGRAM SATISFACTION

- Using a scale of 1 to 5 with 1 being very poor, 3 fair, and 5 very good, please tell me how satisfied you are with the following aspects of Yavapai College.

	Very poor 1	Poor 2	Fair 3	Good 4	Very good 5	Not applicable 6
Instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Would you recommend Yavapai College to friends/family? [read response]

☐ Yes _____

☐ Yes, with some reservation _____

☐ No _____

3. Are there one or two things you particularly like about Yavapai College? *[ask name one or two]*

- | | | |
|---|---|---|
| <input type="radio"/> Instructors | <input type="radio"/> Small class size | <input type="radio"/> Cost/value |
| <input type="radio"/> Academic reputation | <input type="radio"/> Availability of financial aid | <input type="radio"/> Could work and attend |
| <input type="radio"/> Atmosphere | <input type="radio"/> Convenience | <input type="radio"/> Accessibility |
| <input type="radio"/> Friendly personnel | <input type="radio"/> Advisors | <input type="radio"/> Facilities |
| <input type="radio"/> Quality of teaching | <input type="radio"/> Other _____ | <input type="radio"/> None |

4. Are there one or two things you particularly do not like about Yavapai College? *[ask name one or two]*.

- | | | |
|---------------------------------------|---|-------------------------------------|
| <input type="radio"/> Parking | <input type="radio"/> Book prices | <input type="radio"/> Facilities |
| <input type="radio"/> Library hours | <input type="radio"/> Scheduling of classes | <input type="radio"/> Communication |
| <input type="radio"/> Instructors | <input type="radio"/> Quality of teaching | <input type="radio"/> Other _____ |
| <input type="radio"/> Like everything | | |

Thank you for your help!

Please address questions or comments to Dr. John W. Quinley, Director of Institutional Research,
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